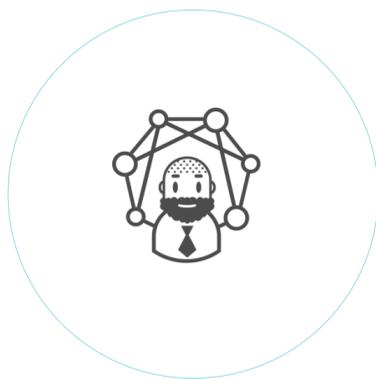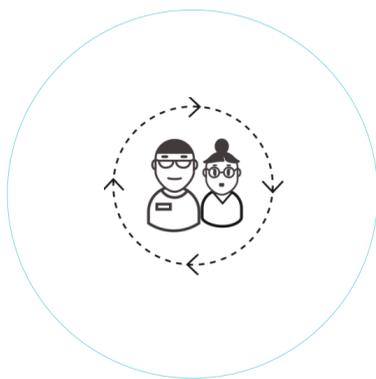## PLANNING & OPTIMIZATION IN A CHANGING MARKET

Modern consumer's strategies are actively changing the retail business. Various customers have dramatically increased competitiveness and forced retailers to rearrange own pricing, marketing and additional strategies. Let's have a look at current merchandise planning and optimisation background.

Cross channel	Customer centricity	Product proliferation	Analytics optimization

To provide the best customer experience, retailers should analyse all the data before making different decisions (e.g. pricing strategy, product lines etc.). And then it makes sense to connect an intelligent platform for improvement of these decisions.

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Creating your own experience platform in Offshore Development Center

Here's the recommended course of actions:

- Gather data across few sources.

- Get internal information.

- Set the course to operation automation. Make use of economies of scale and build your business strategy around customer oriented KPI's.

Then you have to make a unique experience platform connected with your business.

Now let's put it altogether. Holding analyzed and free access data highly increases efficiency of planning. That's the way to track consumer's needs, trends and gives an opportunity to create a truly convenient and valuable planning platform.

For hardlines retailers, having access and working with this data leads to:

Trading planning	Category management	Rationalize assortment and to plan space	Make valuable pricing and promotion strategy

For softlines retailers, having access and working with this data leads to:

Trading planning	Assortment planning	Pricing, markdown, and clearance strategies

All these points is a result of consumers' demands. Constant monitoring of demands causes a positive tendency to vary assortment, set justified prices and optimize end-to-end process. It allows clients to be satisfied and companies optimize margin and get profit.

Why shall Copler do it for you?

Because we succeeded in working with:

- Retail advanced analytics platform

- Content recommendation systems

- Electronic document management systems

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CASE STUDY – DETECTING OUT-OF-SHELF & OUT-OF-STOCK GOODS

Client: Retail & FMCG

Customer request

Large retailers face ponderous losses of revenue due to lost sales. According to studies, around **20%** of lost sales occur due to absence of goods on a shelf. Absence of goods is frequently caused by problems in supply chain along with human factor issues.

For detailed analysis data we collected sales data from last two years from a Top-Tier retailer (**5000**+ shops in CIS + Europe). We pursued two goals: to develop an alerting system that should signalize us about potential good unavailability in short-term period, so it could be transferred to a staff and merchandiser, and to classify goods depending on their risk at being unavailable according to historical analysis.

After **12 months** we achieved a **81%** average of alerting predictions precision, and the multi-factor risk system for goods which considered volatility, liquidity, supply frequency, etc.

Our services provided

Team of **12** Engineers and Data Scientists:

- Technology stack: Data Science, BI, DWH
- Scikit-learn, xgboost, and lots of Python libraries (self- crafted and not) for predictive analytics
- PostgreSQL (migrated to Cassandra due to increased volumes of data) for DWH
- Apache Spark for multithread data processing

Results

From a business angle, the following results were achieved:

- **C**lient increased its revenue **3,5%** for first six months after deployment of our solution.
- **P**roject capitalization increased to **11** times and it was successfully sold.

GET IN CONTACT

For Data Science technology projects please contact Nataliya Zub who will discuss your requirements and full scope of work, and assign you with a dedicated Account Manager.

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